



# IARI reporter

industrial advertising research institute

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## KEYS TO BETTER SALES-AD TEAMWORK FOCUS OF IARI REPORT DUE THIS MONTH

These days, the way you go about coordinating sales and advertising may well decide whether you stay on top of competition--or put you there. But no two industrial marketers face the same set of problems, so their answers aren't the same.

The trick, says IARI's new Report #8, is first to ground yourself in all the prerequisites of sound coordination, including one you can't do without. It's proper climate. You either have it or you don't, and it's top management's responsibility. The others--the general and specific practices of coordination--can be mixed to suit your needs once you understand them fully.

Look for full discussions of each of these important "keys" in a 131-page clothbound report to reach IARI members about December 15th. It contains valuable pointers on "How to Coordinate Industrial Sales and Advertising" when you're setting objectives, planning and carrying out your plan.

## HOW DOES YOUR INQUIRY-HANDLING SYSTEM STACK UP WITH TEN OF INDUSTRY'S BEST?

For actual forms, records of sales from inquiries, letters used in following up leads, and all other valuable data on 10 of industry's most successful inquiry-handling systems, see IARI Report #1, "Methods for Handling and Evaluating Industrial Advertising Inquiries," Pages 55-156.

## HIGHER BRAND-PREFERENCE RATINGS MEAN MORE SALES

"Advertising's purpose is to increase sales and profits." That's theme of leading industrial marketer's ad budget presentation. Teeth is put into it by showing by actual figures that higher brand-preference ratings mean larger share of market--and increased investment in advertising means higher preference ratings. See IARI Report #3, "How to Establish the Budget for Advertising Industrial Products."

YOUR AD BUDGET PRESENTATION WILL BE  
STRONGER IF SALES SUPPLIES THESE ANSWERS

Get your sales department to fill in handy, simple 42-point questionnaire on Pages 23-31 of IARI Ad Budget Manual (Report #3). You'll find it much easier to get top management's budget O. K.

WHAT'S THE TRAFFIC-STOPPING  
SCORE OF YOUR TRADE SHOW EXHIBIT?

You can increase the drawing power of your exhibit--and add to its sales value--by putting to work the methods used by exhibits scoring highest in IARI's survey of a leading trade show.

You get scores for traffic-stopping power, proved memorability interest, recognition value, etc., with large photos (7x9") of 34 most successful exhibits. See IARI Report #7, "How to Get More Value from Trade Show Exhibits."

WHOSE RESPONSIBILITY IS IT TO BUY  
SPACE--ADVERTISER'S OR AGENCY'S?

Advertising department buys space in 15% of cases; agency, 75%. About 3 times out of 5--61%--ad department collects advertising source material--agency, 26%. See Page 18 of IARI's 124-page bound manual, "Organizing and Controlling Industrial Advertising Operations."

WHAT SUB-CONSCIOUS INFLUENCES AFFECT  
THE IMPACT OF YOUR MARKETING METHODS?

You got the order--or did not. If not, why not? Motivation research as applied to industrial marketing has been studied intensively by special IARI committee headed by General Electric's George Robertson. Look for first report about first of year--and more to follow.

DON'T COMPARE ONE MAGAZINE'S  
STARCH SCORES WITH ANOTHER'S

"Do NOT use advertising readership scores as a measure of readership of the magazine. And by all means, NEVER compare magazines on the basis of scores produced by advertising readership studies. Why not? See IARI "Analysis of Advertising Readership Studies," Sec. III, Page 17.

### HOW TO CHECK THE SOUNDNESS OF A SURVEY

How random is a "random selection?" The survey on your desk may be based on so many total returns. But how many respondents answered a question of particular concern to you? See 44-point checklist in IARI Report #4, "Yardsticks for Evaluating Industrial Advertising Research,"--a big help in checking survey soundness.

### RESEARCH EVALUATION YARD-STICKS SORTS WHEAT FROM CHAFF

"Evaluating Industrial Advertising Research" (IARI Manual) is extremely helpful to us... separates wheat from chaff.

"It has helped us initiate research. With 'Yardsticks' we can sit down with clients and show how scientifically planned studies can be of value to them."

-- A. MacDonald Robertson  
Heggie Advertising, Ltd., Toronto

### TEN-PERCENT CUT IN ADVERTISING MAY MEAN HOW MUCH DECREASE IN SALES?

A 10% cut in selling pressure may lead to a 20% drop in sales. "Savings" may be more than offset by higher unit costs due to lower sales volume. See 139-page IARI Report #3 on establishing the budget for advertising industrial products.

### IF YOU REPEAT AN AD DOES READERSHIP DROP OFF?

When you re-run an ad you get about the same reading as on first insertion. Analysis of Starch scores of 1,155 paired ads show this:

	<u>Average Noted</u>	<u>Average Read Most</u>
First insertion	17.5	6.5
Second insertion	17.4	6.2

See IARI "Analysis of Advertising Readership Studies," Section VI, Page 39.

YOUR IARI REPORTS ARE IN EASY  
REACH, READY TO USE TODAY

If your company is now an IARI member you have received all these studies published to date:

- #1 - "Methods for Handling & Evaluating Inquiries" - Clothbound, 161 pages
- #2 - "Bibliography of Information on Handling Advertising Inquiries" - 62 pages
- #3 - "How to Establish the Budget for Advertising Industrial Products" - Clothbound, 139 pages
- #4 - "Yardsticks for Evaluating Industrial Advertising Research" - 11 pages
- #5 - "Organizing & Controlling Industrial Advertising Operations" - Clothbound, 124 pages
- #6 - "Analysis of Advertising Readership Studies" - A continuing report - eight sections issued to date
- #7 - "How to Get More Value from Trade Show Exhibits" - Clothbound, 71 pages, plus 34 large photos.

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